

**REMARKS**

The last Office Action has been carefully reviewed.

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Two dependent claims over twenty have been added herein. The fee for these additional claims is enclosed.

The objection to claim 1 is mooted by the cancellation of claim 1 herein.

Claims 1-10, 15-17 and 19 stand rejected under 35 USC 103 (a) as being unpatentable over US Patent 5,600,776 (Johnson) in view of "AD Rates for Advertising on the Boston Links Web Site" (Boston Links). Claims 12-14 were rejected under 35 USC 103(a) as being unpatentable over Johnson, Boston Links and US 6335,737 (Grossman). Applicant respectfully traverses this rejection for the following reasons.

Claim 1 has been canceled herein without prejudice or disclaimer to the subject matter recited therein. New independent claim 21 has been added therefor. New independent claim 21 recites a method of doing business wherein a controlled user's interface is connected to appear as a display on a user's device in order to capture the user's attention and to promote the provider's application and in which the provider is charged based upon a duration of said display in accordance with the application.

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The patent to Johnson relates to automatically organizing a user's interface objects on a single workstation for multiple users. Johnson does not address the issue of linking revenue to a customer's acceptance of a provider's application.

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Further, the Examiner refers to Johnson Col.2, line 61-Col. 3, line 57 for this feature. However, Johnson is merely concerned with desktop organization and does not address the claimed feature of permitting an application of a provider to appear as a

display on a device of a user through a controlled user interface to capture the user's attention and promote the provider's application to the user as is now recited in new independent claim 21.

Since Johnson is not concerned with and does not address this feature there would be no motivation for one skilled in the art to attempt the proposed combination with the Boston Links web site.

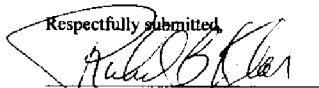
Further new independent claims 22 and 23 each recite features for revenue charging that are not taught nor suggested by the Boston Links web site.

Accordingly, it is respectfully submitted that none of the references in the last office action, alone or in combination, teach or suggest the elements of independent claim 21 or the rest of the claims which depend thereon either directly or indirectly. It is therefore respectfully requested that the prior art rejections of the last office action be withdrawn and that the claims remaining in the present application be passed to issue.

Serial No.: 10/004,049

Allowance of the claims remaining in the present application is earnestly solicited.

Respectfully submitted,



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